

HASTINGS XXXTRA

NOVEMBER, 1942

**Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them**

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PACK 17, BOOK 3

Your Dealer CAN Supply You With Hastings Genuine Gold Leaf

Hastings Gold Leaf Sign Decorates Philadelphia's Busiest Corner

You can insist upon Hastings Genuine Gold Leaf from your dealer today, and get it every time . . . in any quantity and anywhere in the United States. There is no shortage; if your regular supplier does not have Hastings Gold in stock, he can order it for you and get immediate delivery from Hastings & Company.

Since 1820, more than 122 years ago, leading sign men have specified Hastings Gold for their finest gold leaf work . . . because they know there is no substitute for Hastings quality.

If you have been advised that it is difficult to get Hastings Genuine Gold Leaf in these times, write or wire the company direct, and we will send you the name of the dealer near you who will gladly and instantly fill your every requirement.



After 32 Years . . . Same Cross, Same Gilder, Same Gold!

Thirty-two years ago, when St. Patrick's church was built in Decatur, Ill., young Ralph W. Linder of Linder Signs gilded the six-foot-high cross that graced the church steeple, using Hastings 23 karat Gold for the job.

This year, when a stroke of lightning struck the church steeple, necessitating repairs, the cross was removed for regilding. Who got the job? The same Ralph W. Linder! And what gold did he use? You've guessed it . . . again Hastings 23 karat Gold Leaf!

"In Philadelphia nearly everybody reads the Bulletin," the slogan of one of the country's great newspapers, has recently acquired greater prominence than ever before. It now appears . . . in large, gleaming letters gilded with Hastings Gold Leaf . . . at the center-city's most prominent intersection, directly above the Bulletin's new flashcast (a running summary of the news in an animated ribbon of light).

This complicated sign installation is the work of The Artkraft Strauss Sign Corporation of New York City. Thanks to their choice of Hastings Gold for the identifying slogan, we, too, can boast: "In Philadelphia nearly everybody reads this Hastings Gold Leaf Sign."

A MAGAZINE OF VALUABLE IDEAS FOR GOLD LEAF USERS

This is the 60th Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR.,Editor

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1332 W. Grand Avenue, Chicago, Ill.

and

47 W. 16th Street, New York, N. Y.

(W. H. Kemp Division)

Hastings & Co. was founded in 1820 by
Dr. John Hastings and has continued for 122
years in the control of the Hastings family.

JOHN V. HASTINGS, JR.

G. BRINTON THOMAS, JR.

HENRY B. ROBB, JR.

Partners

PACK 17

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BOOK 3

MORALE

Recently I noticed a sign in a clothing store window which read: "When you're down at the heels, you're down at the mouth." That's very true, isn't it? Most of us hate to be seen when we are sloppily or shabbily dressed. We realize we don't look "up and coming" to the people we meet; our pride—our morale—suffers.

Then the thought occurred to me: "That's just as true of stores as it is of people." When you see a store with a grimy, shabby front, you can be sure that the store's morale is down—and its business with it! And if there was ever a time when morale was important to this country and its businesses—now is that time!

So here's a suggested plan whereby you can help morale and at the same time help your own business. Take a business area in your city—about six blocks square—walk through it and make notes on the conditions of the store fronts as you see them.

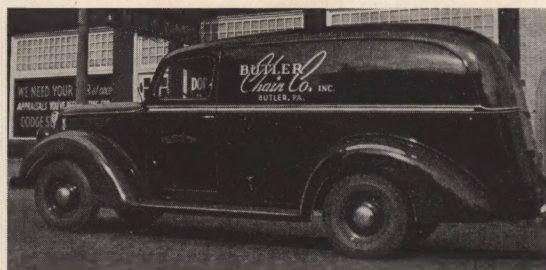
Perhaps the store sign itself is worn and weather beaten; perhaps window lettering... whether paint or leaf... is flaked and dingy. There may be one or a dozen defects which you could remedy easily and profitably for both the store owner and yourself.

And don't trust to your memory... be specific in the notes you write down. Then—write a letter in which you tell each one just what should and could be done to improve his store front—and so his business. Make definite recommendations in every case.

If you follow this simple plan, I think you will be surprised at the business you will develop... and at the same time you will be helping to build up the morale of your city.

John V. Hastings, Jr.

Sign Man Wins Honorable Mention for Truck Lettering Using Hastings Gold



We are proud to learn that Richard C. Miller of Butler, Pa., won one of his three awards in a nation-wide sign contest with this fine truck lettering job, on which he used Hastings Gold Leaf. The truck is black, the gold leaf lettering outlined and shaded in red.



Mr. Miller also chose Hastings Gold for his own business truck. His description reads: "Truck is red with dark red panel and cream fenders. A strip of black runs back from the hood and curves into the back fender. Gold leaf lettering has black outline and shade."



This dark green truck, with gold leaf lettering outlined and shaded in red, was Mr. Miller's first gold leaf truck job. It was done five years ago and "looks as good today as it did then." We predict many more truck jobs for him after the war—"He's in the army, now!"

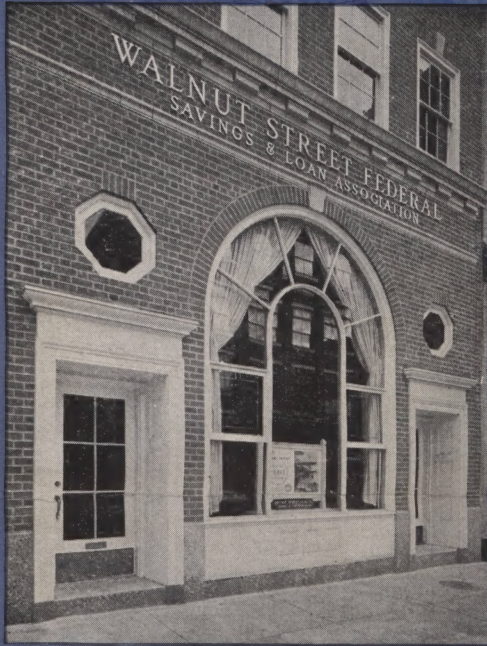


HENRY WEIMAR 1891-1942

We announce with deep regret the death on July 27th, 1942, of Henry Weimar, salesman for the W. H. Kemp Division of Hastings & Company.

From 1926, when Mr. Weimar joined the company, until his death he was both highly respected for his outstanding sales ability and sincerely liked and admired as a personality. He leaves a host of friends, not only in the Hastings organization but scattered over the entire country, who deeply mourn his passing.

Gilded Sign on New Colonial Bank Building



Here is a strikingly beautiful example of the blending of the old and the new: A lovely Colonial building in Philadelphia . . . brand new but in perfect harmony with the genuinely old buildings of similar design for which the city is so famous, and decorated with a gilded sign of completely modern materials and treatment.

Raised wood letters, gilded with Hastings Gold Leaf, gleam against the soft red of the brick background. And notice how perfectly the sign carries out the simplicity and dignity of the building's design.

The raised wood letters, by Spanjer Brothers, were erected on the building and gilded after they were attached. This beautiful job was done by Model Signs, of Philadelphia, Pa.

Radio Station Chooses Gold Leaf for New Studio



An interesting and impressive treatment for the street entrance of a building which houses the WIBG radio station in downtown Philadelphia! Hastings Gold Leaf was chosen to decorate the symbolic radio towers and radio waves, as well as for the identifying letters. The towers at the sides stand 17 feet high; the letters WIBG are 30 inches high. This sign was gilded by Wood-Stretch & Company Philadelphia.

W. P. B. Rulings on Signs Apply ONLY to Use of Critical Materials

Recently a merchant in a small town tried to buy a new gold leaf sign and was told by one sign company that new signs cannot be made!

We hope that every other sign company and every sign man in the country knows that new signs *can* be made! The WPB rulings affecting new and used signs are applicable to signs using materials under priorities . . . and *only* to those materials.

For example, the new interpretation of the WPB on its rulings, which came out recently, refers specifically to the use of copper tubing. It has nothing whatsoever to do with the manufacture of new signs made of non-critical materials.

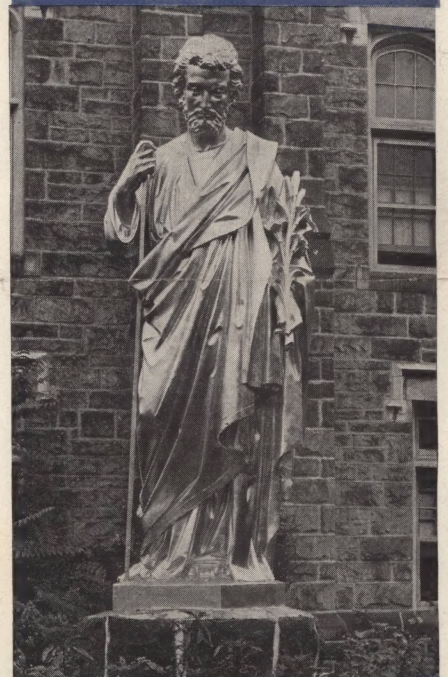
And remember, there are plenty of these non-critical materials still available, of which gold leaf is far and away the most outstanding. Right at hand for your use are raised wood letters, paints, wood, pressed woods, wall boards, glass and new developments such as the high gloss material described in the last issue of the XX-TRA. Combined with Hastings Gold Leaf and related Hastings products, they offer you a splendid opportunity to keep and *increase* your sign business on a truly profitable basis!



U. S. Treasury Dept.
"Tough luck, old man—my money's all in nontransferable War Savings Bonds."

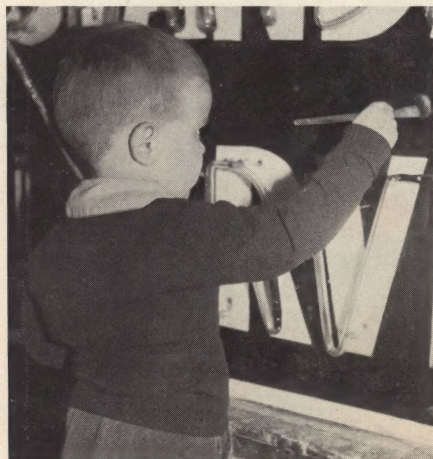
We in America have the privilege of buying Defense Bonds — providing for the future and at the same time helping the war effort. In dictator dominated countries, we could be forced to support the army—but there would be no provision for the future. Let's exercise our freedom—enjoy our privilege by buying Defense Bonds and Stamps regularly!

Statue of Saint Joseph Gleams Anew



This statue of St. Joseph stands in the grounds of the Catholic Home for Destitute Children in Philadelphia. Sign man Frank F. Boyle regilded the statue this past summer, using Hastings Gold Leaf. Successive classes of these children for years to come will find the figure as bright and gleaming as it is today.

From the Mail Bag



MAY we introduce another "apprentice"—three-and-a-half year old Master Jensen, photographed while busily at work in the shop of his father, L. A. Jensen, in Mason City, Iowa. Looks as

if we'd have to start a Hastings "Apprentice Club!"

John Wartman of Bellevue, Ky., sends congratulations to Ambrose Wilson, gold beater, on his 63rd year with Hastings. Mr. Wartman is also celebrating *his* 63rd year in the trade, as a gilder. At the age of 76, Mr. Wartman is still at work, in spite of severe physical handicaps. Best wishes for your complete recovery, Mr. Wartman!

"We use *only* Hastings Gold Leaf . . . there's a reason!" writes the Haenes Display Service of South Bend, Ind. Thanks . . . and we know the reason, too!

Tom Pritchard of Idaho Springs, Col., says: "You must keep a staff of men 'on the job' all of the time getting up aids for the Signman. We appreciate it, too." There's a good example of what Mr. Pritchard means illustrated below!



Private X: "I hear Robinson is back in the hospital."

Private Y: "Yeah, he took a sudden turn for the nurse."



Sailor: "What would you do if I gave you a little kiss on the forehead?"

Girl: "I'd call you down."



And then there's the story of the fellow who was caught in a revolving door during a blackout and couldn't find the exit.



Customs Officer (finding bottle of whiskey): "I thought you said you had nothing but old clothes in this trunk."

Tourist: "And I was right—that's my nightcap!"



"What was your last job?"

"Diamond cutter."

"In the jewelry business, huh?"

"No, I trimmed the lawn at the ball park."



Guide: "We are now passing the world's largest brewery."

Soldier: "I'm not."



Extra Cash for Christmas and War Bonds in Gold Waste

You can make buying War Bonds and Christmas gifts easier by returning your gold waste!

Pack up your skewings and other gold waste . . . cotton, rags, etc. . . everything that has gold in it, and ship it to us. We'll separate the gold from the trash, weigh it accurately, and send you our check for the full value at market prices.

Send for These Hastings Sales-Builders!



Here is material specially prepared by Hastings to build your sales! The "Idea File," showing actual photographs of outstanding sign jobs, has long since proved its value to sign men. The booklets "Practical Suggestions on the Use of Gold Leaf" and "Handbook" with Gold Leaf

Color Chart are full of useful information. All are yours for the asking! Plus . . . postal cards, blotters and folders imprinted with your name, for mailing to customers and prospects . . . all proven sales-producers! Send for samples . . . today!